

Press Release – May 22

Gina Pipet X Oxo Tower Wharf – A permanent new art installation on the South Bank.



Dream No Small Dreams

Gina Pipet is pleased to present in collaboration with Coin Street Community Builders a joyous new tribute to one of London's most significant cultural & historical landmarks, Oxo Tower Wharf.



Dream No Small Dreams encourages self-belief, individuality and creative expression through a series of dynamic, confident and cheerful artworks.

A joyous tribute, this installation celebrates one of London's most significant cultural & historical landmarks, Oxo Tower Wharf. Inspired by its architectural grandeur each piece explores the ornamental features, stylized elements and iconic 'OXO' branded windows that illuminate our city's skyline. ***"These works hope to compliment the industrial charm and embrace the rich history that is continually being written here on the South Bank" Says Gina.***

In keeping with the artists signature style, aspirational graphics, upscaled patterns and intense colours are used in abundance, characterising the lively nature of Oxo Tower Wharf and its vibrant creative community. The magnificent scale together with an uplifting palette aim to inspire, creating a welcoming place for children, families and wider community to discover, explore and enjoy.

Gina Pipet is a designer, maker and artist from London, who has lived and worked on the South Bank for over a decade. Known for her distinct graphic style her designs explore abstraction and optical play through shape, colour and composition, often drawing on the man-made world and architecture as the focus of her subjects. ***"The impressive Art Deco style of the Oxo Tower evokes a powerful optimism and monumental strength. Looking to this striking architecture I hope to symbolise the courage, energy and determination that connects each of today's independent makers" Says Gina.***

Title & works



Dream No Small Dreams

Dream No Small Dreams urges us to reach beyond our self-imposed limitations and reminds us that extraordinary greatness can only be achieved when we dare to try. Creative practice takes self-belief, ambition and lots of motivation. Look to those around you for support and make the things that matter to you happen.

“Dream no small dreams, for they have no power to move the hearts of men.” Johann Wolfgang von Goethe.



Creative Happy People

This work celebrates the longstanding maker community at Oxo Tower Wharf. It represents the significance of having a place to grow and flourish, nurturing one's creative practice.

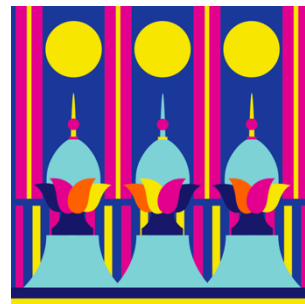
Finding a separate physical and mental space, where you can interact with other creatives, generate ideas and form your design aesthetic is so valuable. It's important we continue to have organisations like Coin Street Community Builders who provide accessible spaces and make these opportunities available to the generations that follow.



Let Yourself Be Seen

We often hide and edit our thoughts, opinions and creative expressions for fear of judgement or to fit in with the current social media trend. Staying true to yourself can be a difficult task, especially when exactly what that may be is continually evolving and hard to define.

Let Yourself Be Seen is about *You doing YOU*. Be all that you are and show your truly glorious colours.



Today Is A Good Day

Today is a good day, because you're doing what you love. Today may seem like the hardest day, and its possible tomorrow will be even tougher as we strive to reach greater goals. It's not easy to forge your own path in life, but only in the act of doing can we learn, improve and progress. Shun the doubt. Embrace the challenge, and live your best life. It's time to enjoy the journey.



The Perfect Moment Is This One

A creative mind is never usually a still one. The constant demand for newness when you've just made your best work leaves us little time to be still, take stock and appreciate the results. Sometimes we can forget to live in the now for always thinking about the future.

The Perfect Moment Is This One is a cue to pause, enjoy and be present in our day-to-day experiences. In other words, remember to stop and smell the roses.

Project Details

This permanent installation consists of five large scale art panels. It is part of an expanding project to create a lively and welcoming space for people to gather and explore at Oxo Tower Wharf.

The initial artworks were installed in Nov 2021 at Oxo Tower Wharf, Barge House St, London SE1 9PH and are free to visit.

The project is commissioned by Coin Street Community Builders.

Notes to Editor:

Gina Pipet

Gina Pipet is a designer, maker and artist from London, who has lived and worked on the Southbank for over a decade. Known for her distinctly graphic style her geometric patterns and statement prints can be found across a range of fashion and lifestyle accessories, bespoke fabrics and commission work. Through a commitment to quality and sustainability, combining technology and artisan skill, Gina has built a loyal following, developing the PIPÉT name into a loved brand.

Alongside her eponymous collections Gina undertakes private projects helping her customers to create purposeful and unique products. Clients include Interior Designers, Architects. Corporate VIP Gifting, Retail Buyers, Fashion brands, Museums & Galleries, Community projects and Public art installations.

Gina is a longstanding member of Craft Central and is represented by Future Icons. She is part of the Crafts Council and Make it British directories, supporting skilled heritage makers and local manufacturing.

Coin Street Community Builders

Coin Street Community Builders is a social enterprise working in Waterloo and North Southwark, London. From a derelict site in 1984, they have created a vibrant, diverse and welcoming place for people to live, work and play. Coin Street Community Builders are about inclusiveness and diversity. About culture, community, and commercial success. About working together to create an inspirational neighbourhood - today, tomorrow, and forever.

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Images:

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